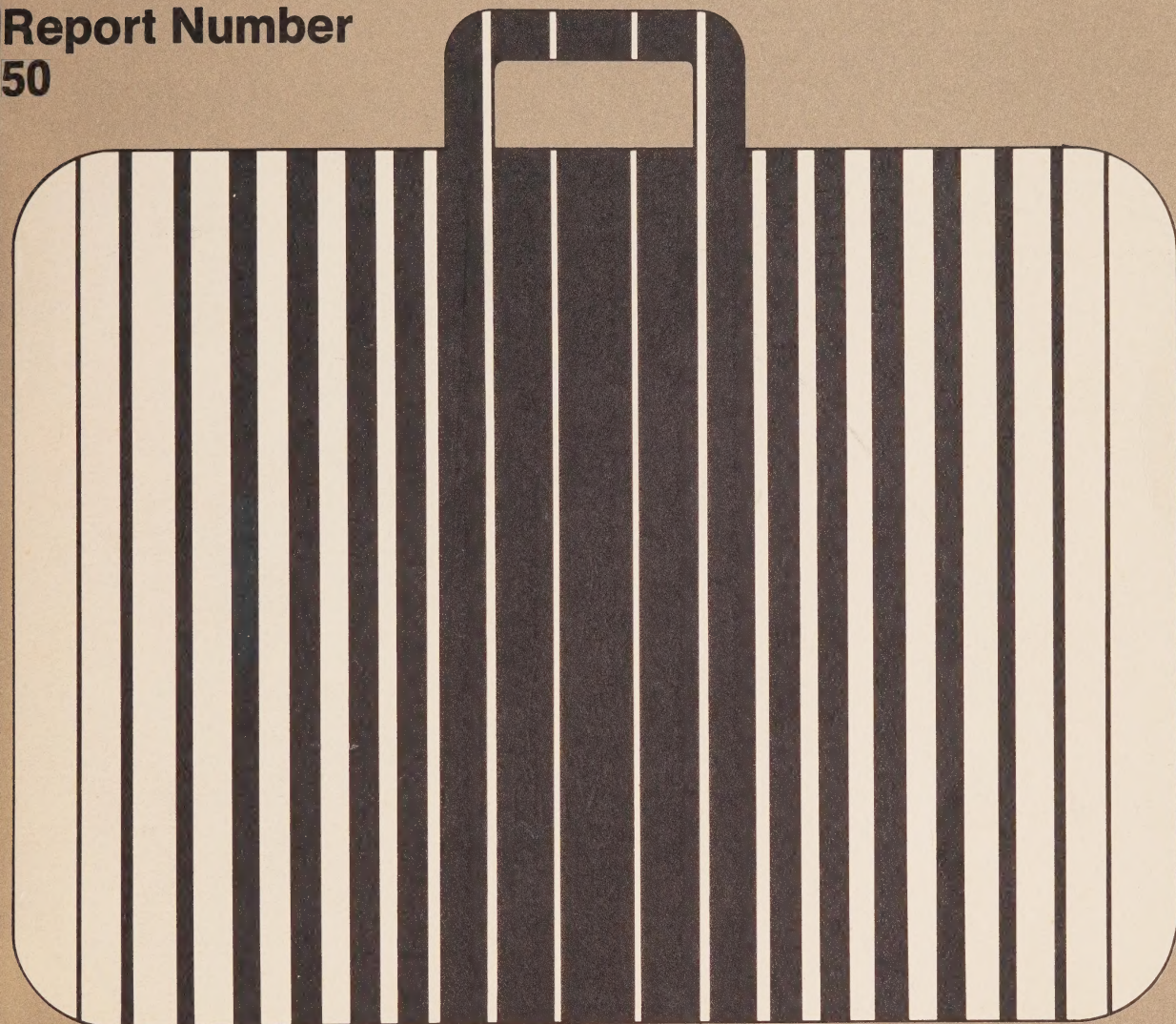
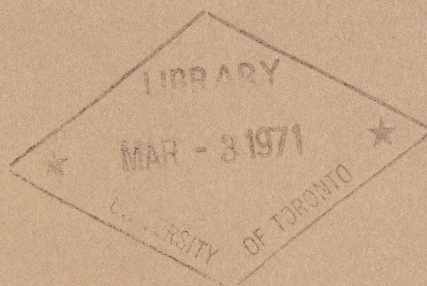


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Prepared by the Travel
Research Branch
Peter Klopchic Ph.D./ Director

Ontario Department
of Tourism
and Information

Parliament Buildings
Toronto, Ontario

December 1970

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PREFACE

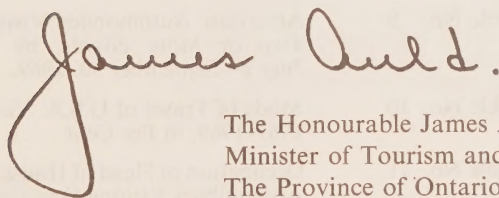
December, 1970

Continued growth of the tourist industry is important to the economy of Ontario.

The provincial government spent approximately \$250 million on the tourism infrastructure and on advertising and promotion in 1969. Tourist spending in Ontario in the same period amounted to approximately \$1.6 billion.

This statistical handbook was prepared by Travel Research Branch to record the extent of tourism in the province, the number of its visitors and their expenditures, their attendance at various attractions, their usage of accommodation, and other relevant data.

It is hoped that it will prove useful to the industry, as well as providing an insight into the impact of tourism and in the vital role it plays in the provincial economy.

A handwritten signature in dark ink, reading "James Auld." The signature is fluid and cursive, with a large loop at the end of the last name.

The Honourable James Auld,
Minister of Tourism and Information,
The Province of Ontario

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preface

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TABLE No. 1

ESTIMATE OF TOTAL VISITOR EXPENDITURE
IN ONTARIO, 1967-1969

<i>Origin</i>	<i>In Millions of Dollars</i>		
	<i>1967</i>	<i>1968</i>	<i>1969</i>
Ontario Residents (Direct)	\$ 440.8 ⁽¹⁾	\$ 455.4 ⁽¹⁾	\$ 464.4 ⁽¹⁾
Ontario Residents (Indirect)	384.4 ⁽²⁾	397.7 ⁽²⁾	405.5 ⁽²⁾
United States and Other Foreign Countries	566.7 ⁽³⁾	496.4 ⁽⁵⁾	519.3 ⁽⁵⁾
Other Canadian Provinces	198.8 ⁽⁴⁾	202.6 ⁽⁴⁾	207.9 ⁽⁴⁾
Total Visitor Expenditure	\$1,590.7 million	\$1,552.1 million	\$1,597.1 million

Source:

- (1) Ontario Department of Tourism and Information; (Pertains to Expenditures Directly Related to Travel).
- (2) Ontario Department of Tourism and Information; (Pertains to Expenditures Indirectly Related to Travel—i.e. Capital Expenditures).
- (3) Dominion Bureau of Statistics (1968 and 1969 Subject to Revision).
- (4) Ontario Department of Tourism and Information (Subject to Revision).
- (5) U.S. Expenditures; Dominion Bureau of Statistics.
Other Foreign Expenditures; Estimated by Ontario Department of Tourism and Information.

NUMBER OF VISITORS TO ONTARIO AND THEIR RELATED DIRECT EXPENDITURES, BY VACATION AREA—1968 ($\pm 10\%$)

Vacation Area	Origin of Visitors				
	Ontario	United States	Other Provinces	Total No. of Visitors	Per Cent
1. Kent-Essex	1,642,000	6,167,000	179,000	7,988,000	10.85 %
2. Lambton-Sarnia	926,000	1,368,000	91,000	2,385,000	3.24
3. Central Erie	3,930,000	80,000	101,000	4,111,000	5.58
4. Mid-Western	3,972,000	171,000	161,000	4,304,000	5.85
5. Niagara-Iroquoia	5,795,000	6,979,000	935,000	13,709,000	18.62
6. Metropolitan	8,973,000	365,000	992,000	10,330,000	14.03
7. Huronia—Lake Simcoe	2,841,000	61,000	151,000	3,053,000	4.15
8. Kawartha Lakes	2,198,000	36,000	52,000	2,286,000	3.10
9. Great Pine Ridge	862,000	6,000	33,000	901,000	1.22
10. Bay of Quinte	907,000	10,000	47,000	964,000	1.31
11. Hastings—Land O'Lakes	246,000	10,000	8,000	264,000	0.36
12. Rideau Lakes—1,000 Islands	1,204,000	677,000	652,000	2,533,000	3.44
13. Seaway Valley	652,000	843,000	1,285,000	2,780,000	3.78
14. Lower Ottawa Valley	1,746,000	377,000	1,332,000	3,455,000	4.69
15. Upper Ottawa Valley	784,000	8,000	18,000	810,000	1.10
16. Madawaska Valley	283,000	4,000	10,000	297,000	0.40
17. Haliburton	497,000	12,000	8,000	517,000	0.70
18. Muskoka	1,464,000	48,000	70,000	1,582,000	2.15
19. Grey-Bruce	1,942,000	66,000	42,000	2,050,000	2.78
20. Parry Sound—Georgian Bay	451,000	71,000	44,000	566,000	0.77
21. Algonquin Park	255,000	64,000	73,000	392,000	0.53
22. Nipissing	497,000	48,000	42,000	587,000	0.80
23. Sudbury	579,000	33,000	55,000	667,000	0.91
24. Manitoulin	91,000	31,000	13,000	135,000	0.18
25. Algoma	1,236,000	673,000	166,000	2,075,000	2.82
26. Golden Route—101	406,000	10,000	8,000	424,000	0.58
27. Timiskaming	328,000	9,000	20,000	357,000	0.48
28. James Bay Frontier	82,000	22,000	8,000	112,000	0.15
29. Upper Lake Superior	684,000	361,000	249,000	1,294,000	1.76
30. Rainy River	41,000	464,000	174,000	679,000	0.92
31. Lake of the Woods	41,000	355,000	1,446,000	1,842,000	2.50
32. Patricia	41,000	39,000	101,000	181,000	0.25
Total Province	45,596,000	19,468,000 ⁽¹⁾	8,566,000	73,630,000	100.00 %

Note: Ontario Visitors and Expenditures—Travel Research Branch, Department of Tourism and Information.
American Visitors and Expenditures—Travel Research Branch, Department of Tourism and Information and the Dominion Bureau of Statistics.

Other Province Visitors and Expenditures—Travel Research Branch, Department of Tourism and Information.

(1) There was a change in the counting procedure by the Dominion Bureau of Statistics in 1968.

(2) Does not include either indirect (i.e. capital) expenditures by Ontario residents (\$397.7 million), or expenditures by visitors from foreign countries other than U.S.A. (\$35.6 million)—See Table 1.

(3) Does not agree with Table 3 due to subsequent revision by Dominion Bureau of Statistics (Table 3 indicate latest revised figure).

TABLE No. 2

Related Expenditure

<u>Ontario</u>	<u>United States</u>	<u>Other Provinces</u>	<u>Total Expenditure</u>	<u>Per Cent</u>
\$ 10,000,000	\$ 43,800,000	\$ 4,200,000	\$ 58,000,000	5.19%
6,500,000	17,600,000	2,200,000	26,300,000	2.35
24,100,000	4,600,000	2,400,000	31,100,000	2.78
25,100,000	12,300,000	3,800,000	41,200,000	3.68
38,100,000	97,700,000	22,200,000	158,000,000	14.12
112,800,000	29,000,000	23,500,000	165,300,000	14.78
32,300,000	4,000,000	3,600,000	39,900,000	3.57
21,900,000	2,600,000	1,200,000	25,700,000	2.30
18,300,000	500,000	800,000	19,600,000	1.75
5,900,000	700,000	1,100,000	7,700,000	0.69
2,400,000	700,000	200,000	3,300,000	0.30
12,200,000	36,600,000	15,500,000	64,300,000	5.75
5,600,000	43,600,000	30,300,000	79,500,000	7.11
21,200,000	28,300,000	31,500,000	81,000,000	7.24
8,000,000	600,000	400,000	9,000,000	0.80
3,400,000	300,000	200,000	3,900,000	0.35
8,200,000	900,000	200,000	9,300,000	0.83
18,100,000	3,100,000	1,700,000	22,900,000	2.05
20,300,000	4,200,000	1,000,000	25,500,000	2.28
5,900,000	4,600,000	1,000,000	11,500,000	1.03
4,000,000	4,500,000	1,700,000	10,200,000	0.91
10,100,000	3,400,000	1,000,000	14,500,000	1.30
7,200,000	2,300,000	1,300,000	10,800,000	0.96
2,000,000	2,200,000	300,000	4,500,000	0.40
10,800,000	34,900,000	3,900,000	49,600,000	4.43
6,100,000	700,000	200,000	7,000,000	0.63
3,100,000	700,000	500,000	4,300,000	0.38
1,700,000	1,500,000	200,000	3,400,000	0.30
7,800,000	27,200,000	5,900,000	40,900,000	3.66
1,200,000	16,200,000	4,100,000	21,500,000	1.92
600,000	28,200,000	34,100,000	62,900,000	5.62
500,000	3,100,000	2,400,000	6,000,000	0.54
\$455,400,000	\$460,600,000 ⁽³⁾	\$202,600,000	\$1,118,600,000 ⁽²⁾	100.00%

TABLE No. 3

VISITOR EXPENDITURE IN CANADA AND ONTARIO BY U.S. AND OVERSEAS VISITORS (IN MILLIONS OF DOLLARS) 1959-1969**

Year	U.S. Tourist Expenditures in Canada	Ontario Per Cent of Total	U.S. Tourist Expenditures in Ontario	Index 1959=100	Overseas Tourist Expenditures in Canada	Ontario Per Cent of Total***	Overseas Tourist Expenditures in Ontario***	Grand Total
	(1)	(2)	(3)		(4)	(5)	(6)	(3)+(6)=(7)
1959	\$ 351.1	52.7%	\$185.0	100.0%	\$ 40.0	—	—	—
1960	375.1	55.6	208.6	112.8	45.0	—	—	—
1961	435.3	56.0	243.8	131.8	47.0	—	—	—
1962	512.4	53.5	274.1	148.2	50.0	40.0%	\$20.0	\$294.1
1963	548.9	55.2	303.0	163.8	60.0	40.0	24.0	327.0
1964	590.0	56.5	333.4	180.2	72.0	40.0	28.8	362.2
1965	659.8	57.0	376.1	203.3	87.0	40.0	34.8	410.9
1966	730.0	56.0	408.8	221.0	110.0	33.6	37.0	445.8
1967	1,164.0	45.4	528.5	285.7	154.0	24.8	38.2	566.7
1968	891.2*	51.7*	460.8*	249.1*	87.0*	40.9*	35.6*	496.4*
1969	961.3*	49.5*	475.8*	257.2*	113.0*	38.5*	43.5*	519.3*

Note: *Subject to Revision.

**Source: Dominion Bureau of Statistics.

***1966 and 1967, Dominion Bureau of Statistics;

All other Years, Estimated by Ontario Department of Tourism and Information.

TABLE No. 4

NUMBER OF NON-IMMIGRANTS AND NUMBER OF PASSENGER VEHICLES
ENTERING ONTARIO FROM THE U.S.A. 1950, 1955 AND 1960-1969
SHOWING U.S.A. POPULATION 1960, 1966-1969—AND U.S. VISITOR EXPENDITURES IN ONTARIO 1960-1969

Year	U.S.A. ⁽¹⁾ Population	Index 1960 = 100%	Number ⁽²⁾ of U.S. Visitors*	PASSENGER VEHICLES ⁽²⁾				U.S. Tourist ⁽²⁾ Expenditures in Ontario (in millions of dollars)	
				Index 1960 = 100%	Total Number of Vehicles**	Index 1960 = 100%	Vehicles Stopping 2 or more nights	Index 1960 = 100%	Index 1960 = 100%
1950	—	—	15,802,639	—	4,614,314	—	N.A.	—	—
1955	—	—	19,216,246	—	5,441,902	—	591,142	—	—
1960	179,323,000	100.0 %	20,001,680	100.00 %	5,670,555	100.00 %	811,725	\$208.6	100.0 %
1961	—	—	20,681,378	103.40	5,933,566	104.64	873,624	243.8	116.9
1962	—	—	21,252,433	106.25	6,136,655	108.22	911,406	274.1	131.4
1963	—	—	21,627,127	108.13	6,438,265	113.54	983,226	303.0	145.3
1964	—	—	22,302,847	111.50	6,896,788	121.62	1,066,572	333.4	159.8
1965	—	—	23,235,281	116.17	7,143,530	125.98	1,140,410	376.1	180.3
1966	195,857,000	109.2	24,042,700	120.20	7,388,264	130.29	1,186,466	408.8	196.0
1967	197,000,000	109.9	23,944,000 ⁽⁴⁾	119.71	7,655,430	135.00	1,410,162	528.5	253.4
1968	202,260,000	112.8	20,692,000 ⁽⁴⁾	103.45	7,582,781	133.72	1,273,379	460.8 ⁽³⁾	220.9
1969	204,347,000	114.0	21,477,000 ⁽⁴⁾	107.38	7,652,497	134.95	1,401,609	475.8 ⁽³⁾	228.1

Note: *In this total are included commuters from U.S.A. to Ontario.

**Including taxis, commuters, bicycles, motorcycles and trailers, but excluding commercial vehicles.

Source: (1) U.S. Department of Labour Publication.

(2) Dominion Bureau of Statistics.

(3) Subject to Revision.

(4) Note: There was a change in the counting procedure by D.B.S. in 1967, 1968 and 1969.

NUMBER OF NON-IMMIGRANT VISITORS AND NUMBER OF PASSENGER VEHICLES
ENTERING ONTARIO FROM U.S.A.—1950, 1955 and 1960–1969

Year	U.S. VISITORS TO ONTARIO		PASSENGER VEHICLES	
	EXCLUDING "other travellers" and rail persons "in transit"	INCLUDING "other travellers" and rail persons "in transit"**	Total number of Vehicles**	Number of Passenger Vehicles Stopping Two or More Nights
1950	N.A.	15,802,639	4,614,314	N.A.
1955	N.A.	19,216,246	5,441,902	591,142
1960	N.A.	20,001,680	5,670,555	811,725
1961	16,863,718	20,681,378	5,933,566	873,624
1962	17,342,001	21,252,433	6,136,655	911,406
1963	18,237,579	21,627,127	6,438,265	983,226
1964	19,401,503	22,302,847	6,896,788	1,066,572
1965	19,402,111	23,235,281	7,143,530	1,140,410
1966	19,797,552	24,042,700	7,388,264	1,186,466
1967	21,587,200	23,944,000 ⁽¹⁾	7,655,430	1,410,162
1968	19,467,700	20,692,000 ⁽¹⁾	7,582,781	1,273,379
1969	20,092,730	21,477,000 ⁽¹⁾	7,652,497	1,401,609

Source: Dominion Bureau of Statistics.

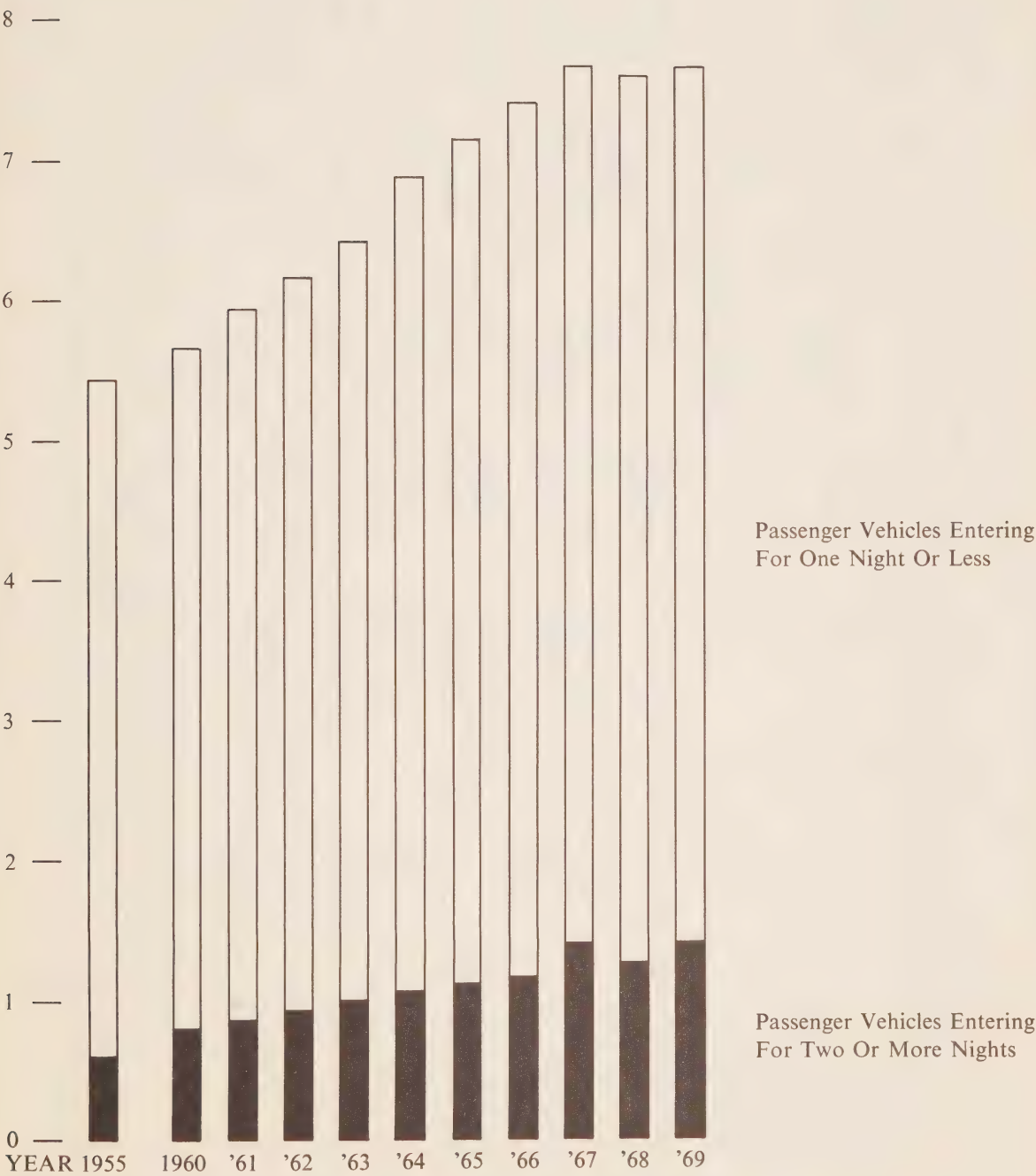
Note: * Including daily commuters from U.S.A. and taxis.

** Including taxis, commuting passenger cars, bicycles, motorcycles and trailers, but excluding commercial vehicles.

(1) There was a change in the counting procedure by D.B.S. in 1967, 1968 and 1969.

NUMBER OF PASSENGER VEHICLES ENTERING ONTARIO FROM U.S.A. FOR ONE NIGHT OR LESS, AND TWO OR MORE NIGHTS, (1955, 1960-1969) in Millions

GRAPH No. 1



NON-RESIDENT (1) VEHICLES ENTERING CANADA 1968 AND 1969

<i>Province of entry</i> ⁽³⁾	<i>Total entries</i>		<i>Long-term traffic</i> ⁽²⁾	
	1968	1969	1968	1969
				<i>Per cent Change 1969</i>
Newfoundland.....				
Prince Edward Island.....				
Nova Scotia (Yarmouth ferry).....	12,749	13,606	12,749	+ 6.7
New Brunswick.....	1,694,169	1,590,585	269,454	- 12.1
Quebec.....	1,392,556	1,482,743	605,112	+ 6.6
ONTARIO.....	7,582,781	7,652,497	1,979,170	+ 3.7
Manitoba.....	239,174	264,054	99,454	+ 11.4
Saskatchewan.....	89,103	89,152	34,533	+ 8.8
Alberta.....	111,992	122,988	68,604	+ 12.0
British Columbia.....	911,171	1,000,582	442,949	+ 15.0
Yukon Territory.....	33,065	31,198	28,410	- 10.8
Canada.....	12,066,760	12,247,405	3,540,435	+ 4.7
Canada (excluding Ontario).....	4,483,979	4,594,908	1,561,265	+ 6.0

Note: (1) Non-resident refers to vehicles registered in countries other than Canada and includes automobiles, taxis, motorcycles, bicycles and all other vehicles except trucks used commercially. Data for 1969 are subject to revision.

(2) Vehicles remaining one or more nights in Canada. Included in total entries.

(3) Province of entry not intended to represent province of final destination.

Source: Dominion Bureau of Statistics (Reports from Border Offices of the Department of National Revenue).

TABLE No. 7

HIGHWAY TRAFFIC AT ONTARIO BORDER PORTS, COMPARISON OF CALENDAR YEARS 1962 and 1969

Port of Entry and Region	Non-Resident Vehicles Entering Province (Excluding Commercial Trucks)*				1962-1969 Percentage Change
	1962	Per Cent of Total	1969	Per Cent of Total	
Niagara Falls	1,080,163	17.61 %	1,377,768	18.00 %	+ 27.6 %
Fort Erie	1,920,340	31.31	1,891,715	24.72	- 1.5 %
Sub-total, Niagara Falls Region	3,000,503	(48.92 %)	3,269,483	(42.72 %)	+ 9.0 %
Windsor	1,945,781	31.72	2,734,851	35.73	+ 40.6 %
Sarnia	485,941	7.93	602,256	7.87	+ 23.9 %
Sombra	7,364	0.12	15,551	0.20	+ 111.2 %
Port Lambton	10,038	0.16	12,858	0.17	+ 28.1 %
Pelee Island	487	0.01	1,249	0.02	+ 156.5 %
Sub-total, Southwestern Region	2,449,611	(39.94 %)	3,366,765	(43.99 %)	+ 37.4 %
Cornwall	90,389	1.48	111,627	1.46	+ 23.5 %
Kingston	3,794	0.06	5,674	0.07	+ 49.6 %
Lansdowne	163,994	2.68	305,114	3.99	+ 86.1 %
Prescott	56,319	0.92	55,637	0.73	- 1.2 %
Walpole Island	6,844	0.11	9,224	0.12	+ 34.8 %
Sub-total, St. Lawrence Region	321,340	(5.25 %)	487,276	(6.37 %)	+ 51.6 %
Fort Frances	133,976	2.19	215,636	2.82	+ 61.0 %
Pigeon River	64,365	1.05	66,757	0.87	+ 3.7 %
Rainy River	14,962	0.24	15,848	0.21	+ 5.9 %
Sub-total, Northwestern Region	213,303	(3.48 %)	298,241	(3.90 %)	+ 39.8 %
Sault Ste. Marie	147,784	2.41	230,732	3.02	+ 56.1 %
TOTALS	6,132,541 **	100.00 %	7,652,497	100.00 %	+ 24.8 %

Note: *Includes both short term (less than 24 hours stay) and long term (24 hours and over) vehicles, and pertains to vehicles registered in countries other than Canada, and includes automobiles, taxis, motorcycles and bicycles.

**Does not include 4,114 vehicles entering via Courtright, Kingsville, Leamington and Midland due to these ports having been phased out by 1969 (see also Tables 3 and 4).

TABLE No. 8

GROWTH OF TRAVEL FROM THE UNITED STATES 1950, 1955, 1960 and 1965-1969
(Thousands of Visitors) STAYING 24 HOURS OR MORE

Year	U.S. Visitors to Other Countries*							
	Overseas	Index Per Cent	Mexico	Index Per Cent	Total (excluding Canada)	Index Per Cent	Canada	Index Per Cent
1950	676	100.00	400E	100.00	1,076	100.00	3,632	100.00
1955	1,075	159.02	499	124.75	1,574	146.28	4,380	120.59
1960	1,634	241.72	601	150.25	2,235	207.71	4,725	130.09
1965	2,620	387.57	1,049	262.25	3,669	340.99	11,888	327.31
1966	2,975	440.09	1,149	287.25	4,124	383.27	12,818	352.92
1967	3,425	506.66	1,252	313.00	4,677	434.67	15,464**	425.77
1968	3,885E	574.70	1,370	342.50	5,255	488.38	11,708**	322.36
1969	N.A.	—	1,700	425.00	—	—	12,312**	338.99

Note: E—Estimated.

*Includes all categories. Totals for Americans visiting Canada were revised beginning in 1961 to reflect visits of 24 hours or more instead of 48 hours as previously shown.

**There was a change in the counting procedure by D.B.S. in 1967, 1968 and 1969.

Source: U.S. Department of Commerce;
Mexican Government Tourist Department;
Dominion Bureau of Statistics.

TABLE No. 9

AMERICAN AUTOMOBILES VISITING ONTARIO
FOR TWO OR MORE NIGHTS, BY SELECTED
STATES, JULY 1 – SEPTEMBER 30, 1969

<i>States</i>	<i>Number of Automobiles Visiting Ontario for Two or More Nights</i>	<i>Per Cent</i>
New York.....	121,681	16.38 %
Pennsylvania.....	94,789	12.76
New Jersey.....	26,822	3.61
Massachusetts.....	20,213	2.72
Wisconsin.....	10,486	1.41
Illinois.....	52,058	7.01
Michigan.....	140,938	18.98
Indiana.....	28,693	3.86
Ohio.....	154,279	20.77
Minnesota.....	7,275	0.98
Connecticut.....	1,326	0.18
TOTAL (11 States).....	658,560	88.66
Rest of U.S.A.....	84,246	11.34
GRAND TOTAL.....	742,806	100.00 %

Source: Ontario Department of Tourism and Information,
U.S. Auto Exit Study, 1969

TABLE No. 10

MODE OF TRAVEL
OF U.S.A. VISITORS TO ONTARIO, 1967-1969, IN PER CENT

<i>Mode of Travel</i>	<i>1967</i>	<i>1968</i>	<i>1969</i>
Car.....	83.7%	87.0%	86.9%
Plane.....	1.7	2.3	2.4
Bus.....	2.9	2.7	2.6
Train*.....	0.4	0.4	0.3
Boat.....	1.7	1.8	1.5
Other ⁽¹⁾	9.6	5.8	6.3
TOTAL.....	100.0%	100.0%	100.0%

Note: (1) Including commuters, taxis, motorcycles, bicycles, but excluding commercial vehicles.

*Excluding in transit travel across Southern Ontario.

TABLE No. 11

OCCUPATION OF HEAD OF HOUSEHOLD—AMERICAN AUTOMOBILES
VISITING ONTARIO (LESS THAN ONE NIGHT AND ONE NIGHT OR
MORE) JULY 1–SEPTEMBER 30, 1969

<i>Occupation</i>	<i>Per Cent</i>
Professional	14%
Executive, Manager, Owner	15
Sales	5
Clerical, other white collar	9
Skilled labour	36
Unskilled labour	10
Homemaker only	1
Retired, pensioner	6
Unemployed	1
Student	2
Refused	1
TOTAL	100%

Source: Ontario Department of Tourism and Information,
U.S. Auto Exit Study, 1969

Table No. 12

VISITORS TO ONTARIO GOVERNMENT TRAVEL
INFORMATION CENTRES 1950, 1955, 1960-1969

<i>Year</i>	<i>Total</i>
1950	517,385
1955	500,966
1960	680,276
1961	785,051
1962	860,526
1963	968,120
1964	985,883
1965	898,539
1966	1,035,175
1967	1,054,150
1968	1,389,740
1969	1,293,590

Source: Ontario Department of Tourism and Information
Annual Reports for the years 1950 to 1969.

VISITORS TO ONTARIO GOVERNMENT TRAVEL INFORMATION CENTRES
(1950, 1955, 1960-1969) in Thousands

GRAPH No. 2

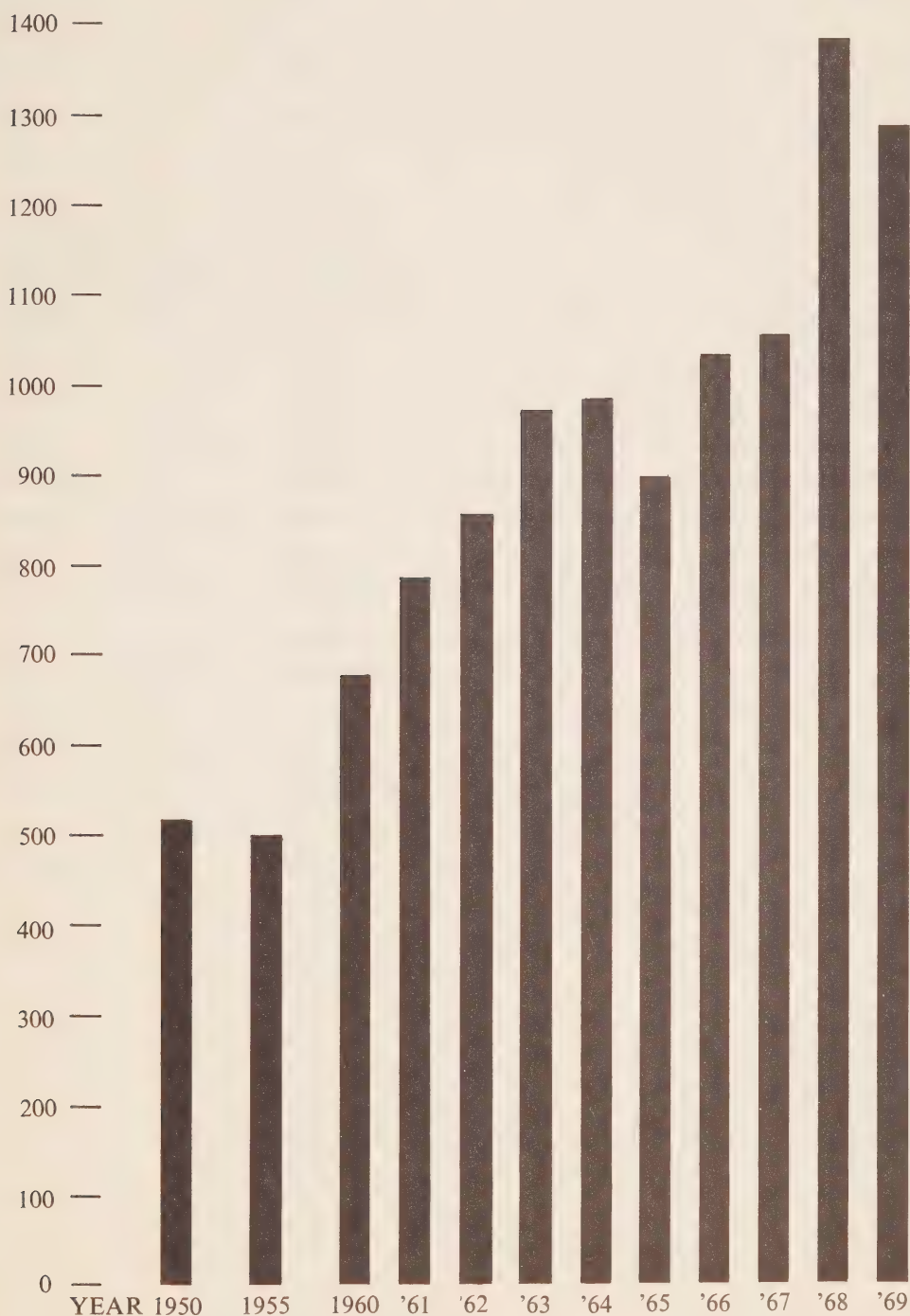


TABLE No. 13

VISITORS TO ONTARIO GOVERNMENT TRAVEL
INFORMATION CENTRES, BY CENTRE, 1969

<i>Centre</i>	<i>Number of Visitors</i>	<i>Per Cent</i>
Kenora.....	39,990	3.95%
Fort Frances.....	22,380	2.21
Rainy River.....	5,790	0.57
Pigeon River.....	32,010	3.16
*Sault Ste. Marie.....	37,941	3.75
*Point Edward.....	167,589	16.56
*Windsor (Tunnel).....	103,200	10.20
Windsor (Bridge).....	77,850	7.69
Fort Erie.....	32,370	3.20
*Niagara Falls.....	48,720	4.81
Homer (St. Catharines).....	48,510	4.79
*Lakeland (Barrie).....	81,402	8.04
*1,000 Islands Bridge.....	75,228	7.43
Hill Island.....	49,755	4.91
Johnstown (Prescott).....	18,030	1.78
Pointe-Fortune.....	27,592	2.73
*Cornwall.....	87,114	8.61
Hawkesbury.....	5,523	0.55
*Lancaster.....	51,246	5.06
Sub-total.....	1,012,240	100.00%
Highway 401 Information Centres.....	281,350**	
Total.....	1,293,590	

Note: *Operated All Year.

All other Centres seasonally operated.

**Operated July and August only.

Source: Ontario Department of Tourism and Information Annual Report for the year 1969.

TABLE No. 14

VISITORS TO FORT HENRY
AND UPPER CANADA VILLAGE

Attendance—Mid-May to Mid-October 1961, 1966-1969

	<i>Estimated Number of Persons</i>				
	<i>1961</i>	<i>1966</i>	<i>1967</i>	<i>1968</i>	<i>1969</i>
Fort Henry	153,073	213,318	234,885	159,107	164,988
Upper Canada Village	212,489	227,754	352,949	263,981	266,866
TOTAL—HISTORIC SITES	365,562	441,072	587,834	423,088	431,854

Source: St. Lawrence Parks Commission Annual Reports.

NIAGARA PARKS COMMISSION ATTENDANCE FIGURES
at Park Facilities at Various Places in the Parks System,
1961, 1966-1969

	1961*	1966**	1967**	1968**	1969**
Old Fort Erie.....	54,299	65,561	55,634	59,225	57,749
Old Fort Erie Educational Tours.....	1,413	1,681	1,979	2,592	1,405
Tower Gallery (Crown Jewels).....	85,887	114,178	89,175	103,621	93,089
Scenic Tunnel.....	297,867	506,619	543,956	532,611	550,969
Clifton Incline Railway.....	174,497	190,986	196,743	199,856	182,316
Potvin Museum.....	23,565	14,088	—	—	—
Brock's Monument.....	70,646	72,258	76,535	71,046	64,763
McFarland House.....	4,179	3,275	8,075	6,456	5,592
Fort George.....	67,678	83,354	66,578	80,011	73,099
Navy Hall Museum.....	18,441	20,247	21,298	20,214	8,587
Fort George Educational Tours.....	15,433	24,732	38,524	36,521	28,732
Charles Daley Park.....	—	56,570	44,509	50,535	52,048
Gage House Museum (Stoney Creek Museum).....	—	3,170	4,114	3,255	2,821
Whirlpool 18-Hole Golf Course (Niagara Parks Golf Course).....	38,803	42,603	37,528	37,470	37,317
Park Greenhouses.....	230,000	223,552	205,100	227,082	212,598
Miller's Creek Campsite.....	—	9,351	8,259	6,314	9,985
Oak Hall Museum.....	—	9,125	8,866	6,098	3,944
Oak Hall Par-3 Golf Course.....	—	4,835	9,509	14,175	15,239
Horseshoe Falls Incline Railway.....	—	7,300	577,264	772,825	697,310
Soundlight Productions.....	—	—	5,112	—	—
Niagara Spanish Aerocar ⁽¹⁾	—	—	—	—	149,640
Table Rock Observation Deck ⁽¹⁾	—	—	—	—	60,789
TOTALS.....	1,082,708	1,453,485	1,998,758	2,229,907	2,307,992

Source: **Ontario's Tourist Industry"—Report by the Tourist Industry Committee of the Ontario Economic Council.

**Annual Report of the "Niagara Parks Commission"

Note: (1) Units opened in 1969

TABLE No. 16

NUMBER OF PROVINCIAL PARKS IN ONTARIO AND NUMBER OF VISITORS, 1957-1969

Year	Number of Provincial Parks in Ontario* ⁽¹⁾	Number of Visitors	Number of Visitors to Parks Operated by St. Lawrence Parks Commission**	Total	Percentage Increase or Decrease
1957.....	39	2,114,661	—	—	—
1958.....	45	3,232,460	—	—	—
1959.....	55	5,127,199	—	—	—
1960.....	63	5,692,978	699,588	6,392,566	—
1961.....	77	6,215,370	1,054,740	7,270,110	+ 14 %
1962.....	81	7,820,994	1,336,604	9,157,598	+ 26 %
1963.....	86	8,526,443	1,527,424	10,053,867	+ 10 %
1964.....	88	9,147,218	1,633,784	10,781,002	+ 7 %
1965.....	89	8,875,668	1,856,772	10,732,440	- 0.45 %
1966.....	92	9,791,671	2,381,466	12,173,137	+ 13 %
1967.....	94	10,192,533	3,716,848	13,909,381	+ 14 %
1968.....	96	9,440,211	2,149,116	11,589,327	- 17 %
1969.....	97	10,459,936	2,828,672	13,288,608	+ 15 %

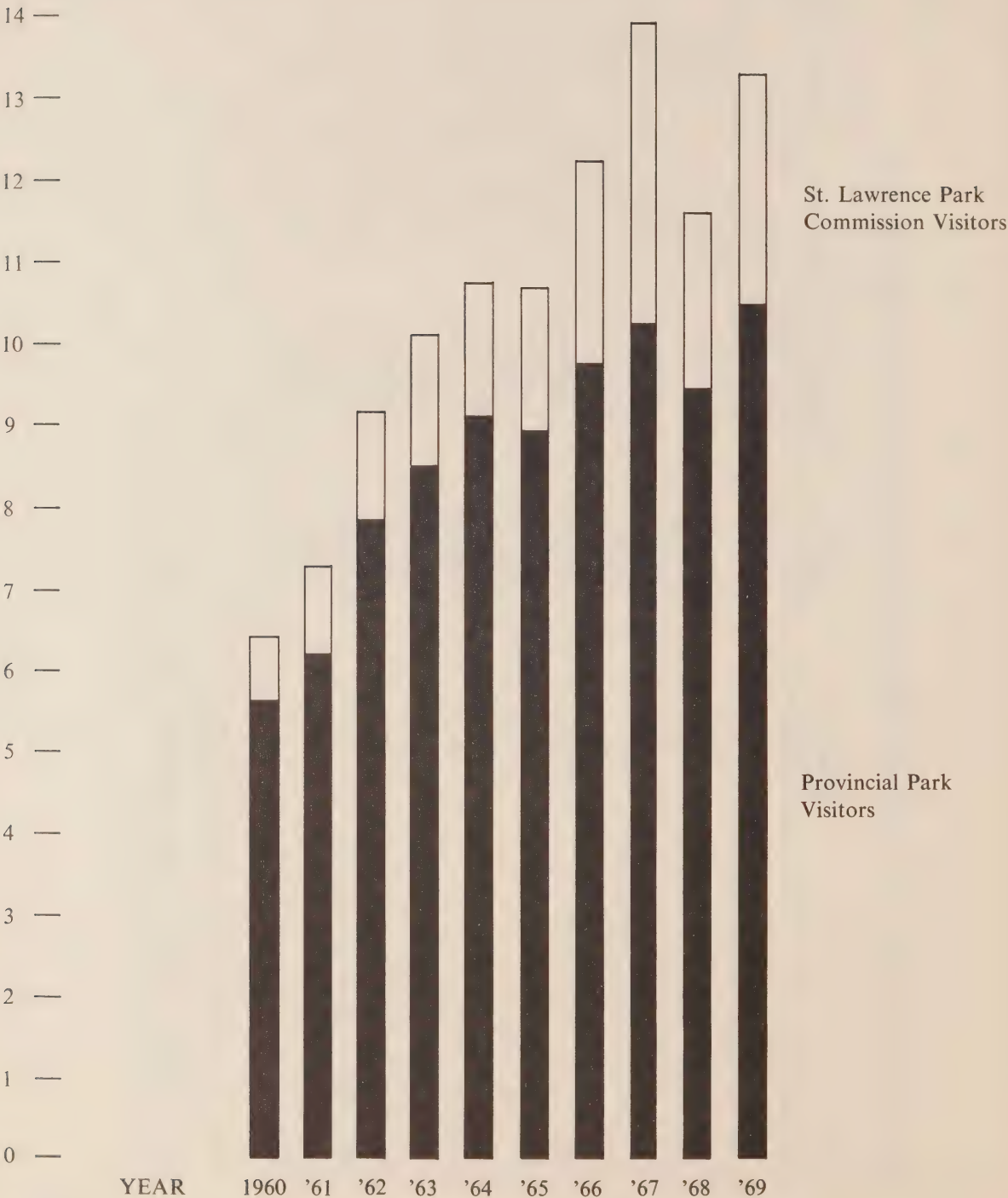
Source: *Annual Reports, Ontario Department of Lands and Forests.

**Annual Reports, St. Lawrence Parks Commission.

Note: (1) Parks controlled by the Ontario Department of Lands and Forests.
Small, unattended parks do not record visitors and are not included in these figures.

NUMBER OF VISITORS TO PROVINCIAL PARKS IN ONTARIO
1960-1969, in Millions

GRAPH No. 3



**TOURIST ESTABLISHMENTS AND NUMBER OF RENTAL UNITS IN ONTARIO
LICENSED BY THE ONTARIO DEPARTMENT OF TOURISM AND INFORMATION
AND THE LIQUOR LICENCE BOARD OF ONTARIO, 1950, 1955, 1960-1969**

Year	Tourist Establishments			Number of Rental Units		
	Licensed by Ontario Department Tour. & Inf. ⁽¹⁾	Licensed by L.L.B.O. ⁽²⁾	Total	Licensed by Ontario Department Tour. & Inf. ⁽¹⁾	Licensed by L.L.B.O. ⁽²⁾	Total
1950	N.A.	N.A.	—	N.A.	N.A.	—
1955	7,164	N.A.	—	64,744	N.A.	—
1960	6,990	N.A.	—	73,699	N.A.	—
1961	7,103	1,018	8,121	75,790	32,104	107,894
1962	7,145	1,034	8,179	78,951	32,304	111,255
1963	7,181	1,076	8,257	83,650	35,392	119,042
1964	7,212	1,115	8,327	88,221	37,132	125,353
1965	7,108	1,140	8,248	91,830	39,663	131,493
1966	6,922	1,185	8,107	89,636	41,392	131,028
1967	6,769	1,188	7,957	92,298	42,354	134,652
1968	6,628	1,203	7,831	93,061	43,090	136,151
1969	6,654	1,219	7,873	97,400	43,980	141,380

Source: (1) Ontario Department of Tourism and Information, Annual Reports.

(2) Liquor Licence Board of Ontario.

Note: N.A. = Not available.

TABLE No. 18

TOURIST ESTABLISHMENTS AND RENTAL UNITS IN ONTARIO
 LICENSED BY THE ONTARIO DEPARTMENT OF TOURISM
 AND INFORMATION, BY TYPE OF ESTABLISHMENT, 1969

<i>Type of Establishment</i>	<i>Number of Establishments</i>	<i>Per Cent</i>	<i>Number of Rental Units</i>	<i>Per Cent</i>
Motel.....	1,469	22.08 %	23,349	23.97 %
Motor Hotel.....	35	0.53	1,195	1.23
Cottage.....	2,958	44.45	19,838	20.37
Cabin.....	471	7.08	4,493	4.61
Lodge.....	984	14.79	12,972	13.32
Hotel (and Inn)	116	1.74	2,420	2.49
Tourist Homes.....	72	1.08	706	0.72
Campsite.....	549	8.25	32,427	33.29
TOTAL.....	6,654	100.00 %	97,400	100.00 %

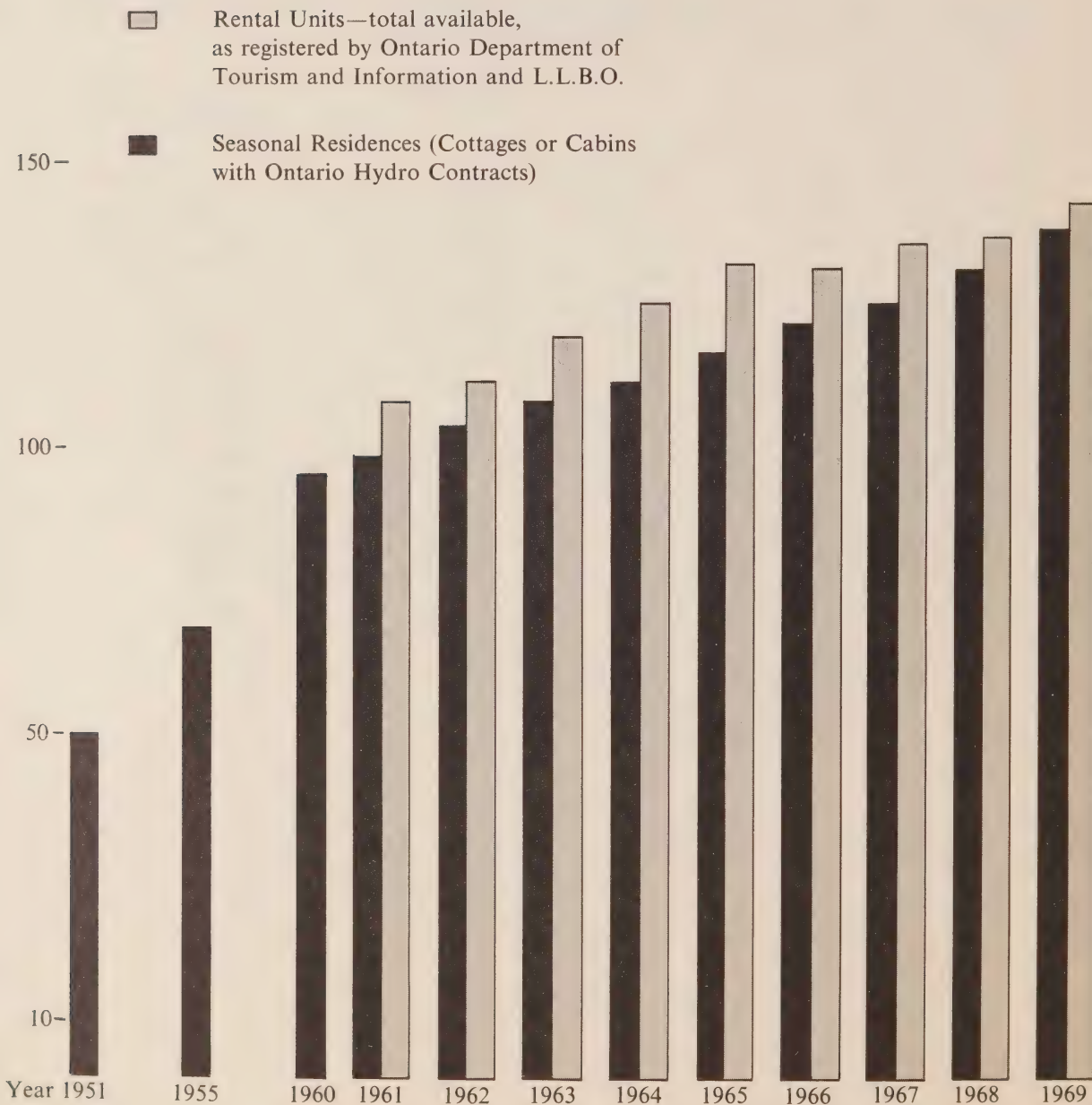
TABLE No. 19

SEASONAL RESIDENCES (COTTAGES AND CABINS)
SERVED BY ONTARIO HYDRO, 1951, 1955 and 1960–1969

<i>Year</i>	<i>Number of Residences</i>
1951	49,913
1955	68,600
1960	95,196
1961	99,032
1962	103,415
1963	108,077
1964	112,455
1965	116,326
1966	120,611
1967	125,207
1968	131,003
1969	136,694

Source: Hydro-Electric Power Commission.

NUMBER OF RENTAL UNITS AVAILABLE (LICENSED BY
ONTARIO DEPARTMENT OF TOURISM AND INFORMATION AND
LIQUOR LICENCE BOARD OF ONTARIO) (1961-1969)
AND NUMBER OF SEASONAL RESIDENCES (COTTAGES
AND CABINS) WITH ONTARIO HYDRO CONTRACTS
(1951, 1955, 1960-1969) (in Thousands)



PUBLICATIONS AND ADVERTISING EXPENDITURES
BY THE ONTARIO DEPARTMENT OF TOURISM AND INFORMATION
AND EXPENDITURES BY FOREIGN VISITORS IN ONTARIO, 1962—FISCAL YEAR ENDING 1968-1969
AND COMPARISON WITH PROMOTION EXPENDITURES (1968-1969) BY QUEBEC, CANADA
(ALL PROVINCES COMBINED) AND CANADIAN GOVERNMENT TRAVEL BUREAU

<i>Year</i>	<i>Publications</i>	<i>Advertising</i>	<i>Total</i>	<i>Total Expenditure by Foreign Visitors in Ontario*</i>	<i>Promotion Expenditures as Percentage of Total Expenditure by Foreign Visitors in Ontario</i>
1962/63	\$ 372,698	\$ 444,855	\$ 817,553	\$294,100,000	0.278 %
1963/64	415,972	458,662	874,634	327,000,000	0.267 %
1964/65	370,676	487,676	858,352	362,200,000	0.237 %
1965/66	342,315	657,052	999,367	410,900,000	0.243 %
1966/67	499,797	764,874	1,264,671	445,800,000**	0.284 %
1967/68	550,845	989,588	1,540,433	566,700,000**	0.272 %
1968/69	431,046	1,288,510	1,719,556	496,400,000	0.346 %
1968/69 PROVINCE OF QUEBEC	\$ 475,000	\$ 900,000	\$1,375,000	\$202,600,000**	0.679 %
CANADA (All Provinces combined but excluding Ontario)	3,361,250	2,072,759	5,434,009	481,800,000	1.128 %
CANADIAN GOVERNMENT TRAVEL BUREAU	1,550,000	3,226,100	4,776,100	978,200,000	0.488 %

Sources: *Canadian Tourist Association.

Ontario Department of Tourism and Information.
Canadian Government Travel Bureau.

**Expenditures by Foreign Visitors other than U.S.—Estimated by Ontario Department of Tourism and Information for the years 1962 - 1965 (incl.), for 1968, and for Province of Quebec;
All other Foreign Expenditures—Dominion Bureau of Statistics.

APPENDIX

Tourist Establishment Occupancy in Ontario

(January and July, 1970)

AND

Average Total Occupancy of Ontario Tourist Establishments, By Type of Establishment

(January, 1967 to 1970 and July, 1967 to 1970)

Prepared by:

Travel Research Branch

ONTARIO DEPARTMENT OF TOURISM AND INFORMATION

ONTARIO DEPARTMENT OF TOURISM AND INFORMATION TOURIST ESTABLISHMENT OCCUPANCY REPORT

Sampling Method

In order to calculate the occupancy of all types of tourist establishments in Ontario, by Vacation Area, during the months of January and July, ten per cent of each type of establishment licensed by the Ontario Department of Tourism and Information and the Liquor Licence Board of Ontario, i.e., hotel, lodge, motel, cottage, cabin (or other), were selected randomly in each of the 32 Ontario vacation areas.

One sampling card (opposite page) was forwarded during the month of January, and another during the month of July, to each selected establishment. Basic description of the establishment contacted was given on each card, and in addition, provision was made for three basic data on which the sample was based:

- (a) total number of rental units available
- (b) number of rental units occupied
- (c) selected weeks (in rotation)

Weeks for each month were selected randomly and transcribed on each card by Travel Research Branch. These survey cards were transmitted to the tourist establishments selected through the field staff of the Tourist Industry Development Branch, Ontario Department of Tourism and Information. Upon completion by the tourist establishments, they were mailed directly to Travel Research Branch, where the first screening was made, deleting those which were improperly filled out and calculations made.

If additional information on the method of calculation for each month, in each type of establishment, in all vacation areas, is desired, please contact Travel Research Branch at 185 Bloor Street East, Toronto 285.

The following tables include all occupancy indices, expressed in per cent, for groups of vacation areas, and each type of establishment, and also totals for the province.

Quite a wide range of rental units and establishments was tabulated. However, not all establishments supplied the required information; in some cases data supplied was incomplete, and in another few instances, data was received too late to be included in the tabulation so that less than 10 per cent of all establishments were actually processed.

This sampling will be carried out yearly during the months of January and July and we hope that with improved co-operation of establishment owners, validity of the occupancy index will improve.

The ten per cent random selection of tourist establishments will be changed every twelve months.

The basic sampling method used was probability proportional to size. We hope that the occupancy index will prove useful to all those connected with the tourist industry.

(Sample Card)	Number _____							
Name of Establishment _____								
Address _____								
Vacation Area _____								
PLEASE INDICATE MAIN TYPE OF ESTABLISHMENT OPERATED:								
Hotel, Motor Hotel (L.L.B.)	<input type="checkbox"/>							
Hotel	<input type="checkbox"/>							
Motel	<input type="checkbox"/>							
Resort-Lodge (A.P.)	<input type="checkbox"/>							
Cottage	<input type="checkbox"/>							
Cabin	<input type="checkbox"/>							
Campsite	<input type="checkbox"/>							
Other	<input type="checkbox"/>							
PLEASE COMPLETE THE FOLLOWING FOR THE WEEK OF:								
_____ (Inclusive)								
If you have more than one type of rental unit in your establishment, please name and give their occupancy separately:								
Type of Establishment	Units Available	NUMBER OF UNITS OCCUPIED ON:						
		Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
1								
2								
3								
Note: For the purpose of this survey a room is to be considered fully occupied even if being used by only 1 person.								
PLEASE RETURN COMPLETED CARD AS SOON AS POSSIBLE AFTER SURVEY DATE. <u>THANK YOU.</u>								

SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY BY SELECTED DISTRICT AND TYPE OF ESTABLISHMENT, IN PER CENT—JANUARY, 1970

Vacation Areas	Response in Per Cent	Total	Hotel Motor Hotel (LLB)	Hotel (Non LLB)	Motel	Lodge	Cottage	Cabin	Other
(1) Essex-Kent.....	96%								
(2) Lambton-Sarnia.....	80								
(3) Central Erie.....	96								
(4) Mid-Western.....	95								
Average Group Occup. District (1).....		47	51	33	38	n/a	38	n/a	41
(19) Grey-Bruce.....	82								
Average Group Occup. District (2).....		44	28	55	40	69	n/a	n/a	n/a
(5) Niagara-Iroquoia.....	95								
Average Group Occup. District (3).....		30	34	n/a	24	n/a	n/a	n/a	33
(6) Metropolitan.....	76								
(9) Great Pine Ridge.....	60								
Average Group Occup. District (4).....		64	66	59	53	n/a	n/a	n/a	35
(7) Huronia-Lake Simcoe.....	88								
(18) Muskoka.....	100								
Average Group Occup. District (5).....		45	44	41	46	46	53	n/a	7
(8) Kawartha Lakes.....	100								
(17) Highlands of Haliburton.....	100								
Average Group Occup. District (6).....		51	54	n/a	44	26	n/a	n/a	n/a
(10) Bay of Quinte.....	100								
(11) Hastings.....	67								
(12) Rideau Lakes—1000 Islands.....	65								
(13) Seaway Valley.....	92								
Average Group Occup. District (7).....		38	44	4	32	n/a	n/a	n/a	n/a
(14) Lower Ottawa Valley.....	80								
(15) Upper Ottawa Valley.....	92								
(16) Madawaska Valley.....	100								
Average Group Occup. District (8).....		43	42	67	41	n/a	n/a	n/a	46
(20) Parry Sound-Almaguin Highlands-Georgian Bay.....	33								
(21) Algonquin Park.....	n/a								
(22) Nipissing.....	40								
(23) Sudbury.....	88								
(24) Manitoulin.....	100								
(25) Algoma.....	64								
(26) Golden Route-101.....	33								
(27) Timiskaming.....	n/a								
(28) James Bay Frontier.....	66								
Average Group Occup. District (9).....		47	50	7	42	n/a	n/a	n/a	n/a
(29) Upper Lake Superior.....	52								
(30) Rainy River.....	80								
(31) Lake of the Woods.....	100								
(32) Patricia.....	83								
Average Group Occup. District (10).....		39	44	9	30	12	n/a	n/a	n/a
AVERAGE TOTAL OCCUPANCY.....	—	46	51	49	37	37	59	n/a	36

SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY BY SELECTED DISTRICT AND TYPE OF ESTABLISHMENT, IN PER CENT—JULY, 1970

<i>Vacation Areas</i>	<i>Response in Per Cent</i>	<i>Total</i>	<i>Hotel Motor Hotel (LLB)</i>	<i>Hotel (Non LLB)</i>	<i>Motel</i>	<i>Lodge</i>	<i>Cottage</i>	<i>Cabin</i>	<i>Other</i>
(1) Essex-Kent.....	72%								
(2) Lambton-Sarnia.....	88								
(3) Central Erie.....	73								
(4) Mid-Western.....	91								
(19) Average Group Occup. District (1).....	96	68	66	29	69	40	75	58	57
Grey-Bruce.....	96								
(5) Average Group Occup. District (2).....	92	73	51	67	85	64	84	34	78
Niagara-Iroquoia.....	92								
(6) Average Group Occup. District (3).....	—	73	78	n/a	73	67	89	64	51
Metropolitan.....	60								
(9) Great Pine Ridge.....	53								
Average Group Occup. District (4).....	—	72	72	55	72	n/a	73	44	67
(7) Huronia-Lake Simcoe.....	85								
(18) Muskoka.....	98								
Average Group Occup. District (5).....	—	75	72	61	73	73	85	70	34
(8) Kawartha Lakes.....	99								
(17) Highlands of Haliburton.....	100								
Average Group Occup. District (6).....	—	72	70	63	66	60	80	57	45
(10) Bay of Quinte.....	50								
(11) Hastings.....	67								
(12) Rideau Lakes-1000 Islands.....	63								
(13) Seaway Valley.....	77	66	73	59	80	42	66	44	15
Average Group Occup. District (7).....	—								
(14) Lower Ottawa Valley.....	84								
(15) Upper Ottawa Valley.....	58								
(16) Madawaska Valley.....	89								
Average Group Occup. District (8).....	—	66	59	82	70	75	89	49	49
(20) Parry Sound-Almaguin Highlands-Georgian Bay ..	43								
(21) Algonquin Park.....	100								
(22) Nipissing.....	63								
(23) Sudbury.....	69								
(24) Manitoulin.....	25								
(25) Algoma.....	57								
(26) Golden Route-101.....	50								
(27) Timiskaming.....	13								
(28) James Bay Frontier.....	0								
Average Group Occup. District (9).....	—	72	75	31	83	47	81	48	30
(29) Upper Lake Superior.....	61								
(30) Rainy River.....	69								
(31) Lake of the Woods.....	45								
(32) Patricia.....	65	66	68	33	75	61	62	43	n/a
Average Group Occup. District (10).....	—								
AVERAGE TOTAL OCCUPANCY.....	—	71	70	62	74	61	79	60	49

AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS,
BY TYPE OF ESTABLISHMENT, FOR JANUARY AND JULY, 1967-1970
IN PER CENT

Year	Month	Total, All Types of Establishments	Hotel Motor Hotel (LLB)	Hotel (Non-LLB)	Motel	Lodge	Cottage	Cabin	Other
1967	January	46	52	—	41	8	46	n/a	24
	July	68	68	54	75	56	74	52	56
1968	January	46	49	59	39	17	n/a	71	54
	July	70	62	47	73	70	84	60	68
1969	January	49	54	59	38	14	n/a	n/a	25
	July	67	64	58	71	58	77	62	62
1970	January	46	51	49	37	37	59	n/a	36
	July	71	70	62	74	61	79	60	49

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